

AMENDMENTS TO THE CLAIMS

Please amend claims 1 and 3 as follows:

1. (Currently Amended) A vertical display stand for articles such as cosmetic products, comprising: a vertical board that has a rear face and a front face, said front face formed at least partially by a plurality of non-transparent first panels and a plurality of second panels inclined relative to the first panels, the first and second panels being produced as a single piece together with the board, wherein in that each said first and second panels are superposed vertically in alternance is interposed between two second panels and each second panel is interposed between two first panels, thereby defining together [a] reliefs substantially in the form of [a] crests, and in that the first panels are adapted designed to accommodate said articles, and at least one of the second panels arranged opposite one of the first panels has a reflective surface and is facing slantwise forward and downward such that a person facing the board can either directly observe only a top portion of said articles, either directly, or indirectly can observe the image of said articles reflected by reflection in the second first panel placed opposite indirectly on said abovementioned first second panel.
2. (Previously Presented) The display stand as claimed in claim 1, wherein the second panels each have a reflective surface.
3. (Currently Amended) The display stand as claimed in claim 1, wherein the first and second panels extend over the entire width of the stand front face of board.

4. (Previously Presented) The display stand as claimed in claim 1, wherein each reflective surface is formed by a flat mirror attached directly to the corresponding second panel.

5. (Previously Presented) The display stand as claimed in claim 1, wherein each first panel comprises a plurality of recesses in which the articles are designed to be arranged.

6. (Previously Presented) The display stand as claimed in claim 5, wherein a transparent plate is attached pivotably to each first panel to enable the articles arranged in the plurality of recesses to be covered.

7. (Previously Presented) The display stand is claimed in claim 1, wherein the first panel also has a reflective surface.

8. (Previously Presented) The display stand as claimed in claim 1, wherein the board extends substantially vertically, the first panels being inclined downward and the second panels being inclined upward.